Claims



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1. An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extending and display end;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end; and

said support arm extending beyond the vertically extending end cap in a substantially coplanar and parallel fashion relative to the lengthwise extending wall.

2. The aisle way end extender bracket as disclosed in claim 1, said elongate extending support arm further comprising a substantially planar and elongated shape

3. The aisle way end extender bracket as disclosed in claim 2, said product display end further comprising an "S" hook suspended through an aperture defined within said support arm.



4. The aisle way end extender bracket as disclosed in claim 3, said elongate extending support arm having a specified shape and size and being constructed of a durable metal material.

5.	The aisle	way end	extend	ler bi	racket	as	disclo	sed in	clai	m 3	, a
product supp	ort portion s	suspendin	g from	said	"S" ł	iook	and l	holdin	gap	lural	ity
of individual	merchandisi	ing items.									

- 6. The aisle way end extender bracket as disclosed in claim 5, an advertisement display placard extending from said support arm.
- 7. The aisle way end extender bracket as disclosed in claim 2, further comprising said a foot support at said first support end, said support arm being axially adjustable relative to said foot support.

8. The aisle way end extender bracket as disclosed in claim 7, said foot support further comprising a planar support surface, a bracket securing upon said planar support surface and defining an interior channel suitable for receiving said support arm therethrough, a rotatably tightenable screw extending within said bracket and engaging said support arm at a selected axially adjusted location.

9. The aisle way end extender bracket as disclosed in claim 1, the lengthwise extending display wall further including a pegboard display surface, said foot support further comprising a planar support surface, a first plurality of inwardly and successively upwardly angled tabs extending from an upper edge



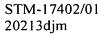
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- of said support surface, a second plurality of inwardly extending tabs extending from a corresponding lower edge of said support surface.
 - vertically extending end cap further comprising a plurality of spaced apart slots extending in axially downward and parallel fashion relative to the lengthwise extending wall, said foot support further comprising a planar support surface, a channel defined in said planar base surface and through which is inserted a fastener stem terminating in a single slot engagement portion, a wing nut threadably engaging over a second extending end of said fastener stem and which is tightenable to secure said bracket in place within a selected vertically extending single slot.



11. The aisle way end extender bracket as disclosed in claim 10, further comprising a peg extending from a rearward facing surface of said support arm 44, proximate in location to said channel, whereupon said fastener stem inserting within a first selected vertical slot, said peg seating within a succeeding slot to provide stabilizing support to said end extender bracket.

12. The aisle way end extender bracket as disclosed in claim 1, further comprising of the pair of threaded balts extending through associated apertures defined in said support end of said elongate extending arm, a pair of rectangular shaped nuts threadably engaging over extending shaft ends of said



bolts and, upon said shafts being inserted	d within	selected	vertical	ly extendi	ng
slots defined in the vertically extending	end cap	support,	being	tightened	to
secure said support arm in place.					

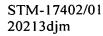
13. An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

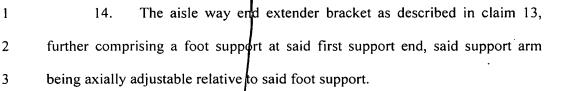
an elongate extending support arm having a first support end and a second extended and product display end, the support arm further comprising a substantially planar and elongated shape;

said first support end being engageable with a location of the upright merchandising display proximate its vertically extending end, said support end further comprising a planar support surface capable of affixing, in substantially adhering fashion, against a corresponding planar extending portion of the merchandising display;

said product display end further comprising an "S" hook suspended through an aperture defined within said support arm, a product support portion suspending from said "S" shook and holding a plurality of individual merchandising items in substantially coplanar and parallel extended and displayed fashion beyond the vertically extending end cap of the lengthwise

extending wall-





- 15. The aisle way end extender bracket as disclosed in claim 14, further comprising a bracket securing upon said planar support surface and defining an interior channel suitable for receiving said support arm therethrough, a rotatably tightenable screw extending within said bracket and engaging said support arm at a selected axially adjusted location.
- 16. The aisle way end extender bracket as described in claim 13, the lengthwise extending display wall further including a pegboard display surface, said foot support further comprising a first plurality of inwardly and successively upwardly angled tabs extending from an upper edge of said base surface, a second plurality of inwardly extending tabs extending from a corresponding lower edge of said base surface.
- 17. The aigle way end extender bracket as described in claim 13, the vertically extending end cap further comprising a plurality of spaced apart slots extending in axially downward and parallel fashion relative to the lengthwise extending wall, said foot support further comprising a channel defined in said planar base surface and through which is inserted a fastener stem terminating in a single slot engagement portion, a wing nut threadably engaging over a second

7	extending end of said fastener	stem and which is tightenable to secure said
8	bracket in place within a selecte	d vertically extending single slot.

18. The aisle way end extender bracket as disclosed in claim 13,
further comprising of the pair of threaded bolts extending through associated
apertures defined in said support end of said elongate extending arm, a pair of
rectangular shaped nuts threadably engaging over extending shaft ends of said
bolts and, upon said sharts being inserted within selected vertically extending
slots defined in the vertically extending end cap support, being tightened to
secure said support arm in place.

